📝 TASK TEMPLATE – MARKET SURVEY

# 📌 General Instruction

1. Define a survey objective that aligns with the group’s business idea.
2. Prepare at least 5 closed-ended questions and some demographic questions for the questionnaire.
3. Collect responses from at least 20 people from your target market.
4. Analyze the data and present the results using charts and a conclusion.

# 📍 Section 1 – Survey Objective

Write in 2–3 sentences:

* What is the main information your company wants to gather from the target market?

**Example:**
“To find out whether potential customers experience problem X, how they currently deal with it, and whether they are willing to try the solution we offer.”

# 📍 Section 2 – Questionnaire

**2.1. Respondent Demographics**

* Name
* Age
* Gender
* City/Location
* Email / Social Media (Optional)
* Occupation

## 2.2. Closed-Ended Questions (Min. 5 Questions)

Use a combination of:

* Multiple Choice
* Likert Scale
* Dichotomous (Yes/No) Questions

**Example Questions:**

1. Have you ever experienced [relevant problem]? (YES/NO)
2. How do you usually solve this problem?
A. … B. … C. …
3. How interested are you in the following solution? (Scale: Not Interested – Very Interested)
4. What price do you consider reasonable for this solution?
5. Where do you usually purchase similar products/services?

# 📍 Section 3 – Google Form Link

Paste your group’s Google Form link here:

🔗 [Paste your form link here]

# 📍 Section 4 – Survey Results & Data Visualization

After collecting responses from at least 20 people:

1. Create **one chart per question** (Pie or Bar Chart)
2. Use data from the connected Google Sheet
3. Paste a screenshot of each chart below the corresponding question

# 📍 Section 5 – Analysis & Conclusion

Write a 3–5 paragraph analysis that answers the following:

* What are the main insights from the respondents?
* What is the most common answer for each question?
* Do the respondents show interest in your product/service?
* Does your business idea need adjustment based on the results?
* What is your next strategy?

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